



Many new stories of success at 58th show Happy faces say it all!

**SEE YOU AGAIN
IN SPRING!**

16-19 APRIL 2025
INDIA EXPO CENTRE & MART, DELHI-NCR

Future Positive - exhibitors and trade visitors approach the end of business hours

The Autumn 2024 edition of the IHGF Delhi Fair is coming to a close, concluding five days of vibrant activity and productive interactions. Drawing big international brands, importers, wholesale biggies, sourcing agents and retail entities, the fair in its astounding days has kept all busy with enquiries, order finalising and sample collection, defining the impetus. The event has showcased dynamic sourcing efforts and a steady flow of visitors. International buyers from various countries, along with purchasing agents and major domestic retailers from India, gathered at the fairgrounds to engage with over 3,000 exhibitors. All participants look forward to the Spring 2025 edition with great anticipation.

Buyers explored fresh product lines from new suppliers and innovations from familiar vendors. Several orders were confirmed, with more expected to be finalized in post-show follow-ups. From ornamental accents to repurposed home essentials, buyers were drawn to items that commanded attention and evoked intrigue. Furniture and furnishings remained in high demand, with home textiles poised to gain significant traction once again.

Indian manufacturers' sustainable practices and eco-friendly products displayed at the fair gained significant attention. The range of sustainable home, lifestyle, fashion, furnishings, and furniture products has expanded with each season and this was no exception. Many showcased vibrant eco-friendly products, including cotton and jute lifestyle accessories, hand-painted artisanal apparel using natural dyes, decor crafted from repurposed fabric and paper, and fashion accessories made from sustainably sourced plant fibers. The allure of nature permeated many aspects of design, manifesting in the organic textures of woodwork and the flowing motifs on home décor. These offerings generated strong interest from buyers. Conscious adaptations, sustainable innovations, natural material based lines, a variety of raw material blends and applications of handcrafted practises gained attention too.



Our Special Guests...



Shri Gopal Sharma, MLA of the Civil Lines Assembly constituency in Jaipur, seen with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML; Mr. Girish Agarwal, President, Reception Committee, IHGF Autumn Fair-Autumn 2024; Mr. Lekhraj Maheshwari, former Chairman, EPCH; Mr. Babulal Dosi, Director, IEML; Mr. R.K. Verma, Executive Director, EPCH; along with prominent exporter members from Rajasthan, Mr. Anil Lodha and Mr. Ashish Raniwala.



Smt. Ruchi Veera, Member of Parliament, Lok Sabha, being welcomed by Dr. Neeraj Khanna, Vice Chairman, EPCH; and prominent member exporters from Moradabad



Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, visited the fair on 18th October 2024. She toured the exhibits, engaging with the exhibitors, and praised the sector's dynamism and competitive spirit, which are evidently reflected in the event. She is seen with Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman, IEML; and COAember, EPCH, Mr. C P Sharma, in exhibitor stalls and display of heritage crafts by National Awardees at the fair.

Bharat Tex'2025 Road Show during IHGF Delhi Fair-Autumn 2024



Smt. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, along with Mr. Dileep Baid, Chairman EPCH; Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH & Chairman, IEML; and Mr R K Verma, Executive Director, EPCH, chairing the roadshow on Bharat Tex 2025 organised by EPCH during the 58th IHGF Delhi Fair - Autumn 2024 at India Expo Centre & Mart, Greater Noida



Mr. B.N. Sharma, IAS (former Chairman of the Rajasthan Electricity Regulatory Commission) and Mrs. Usha Sharma, IAS (former Chief Secretary of Rajasthan), received by Dr. Rakesh Kumar, Chief Mentor in a role of Director General, EPCH and Chairman of IEML; Mr. Girish Agarwal, President, Reception Committee, IHGF Autumn Fair-Autumn 2024; Mr. Lekhraj Maheshwari, former Chairman, EPCH; Mr. Babulal Dosi, Director IEML; along with prominent EPCH member exporter from Rajasthan, Mr. Radheyshyam Ranga.



Above:
Ms. Renu Lata, Economic Advisor, Ministry of Commerce & Industry, being welcomed by Mr. Ravi K Passi, former Chairman and COA Member, EPCH; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH

Design for Longevity and Adaptability

Sustainability in Action : EPCH and NID’s Collaborative Approach

A display of products resulting from the collaboration between the National Institute of Design (NID) and the Export Promotion Council for Handicrafts (EPCH) is on display at the IHGF Delhi Fair-Autumn 2024. It presents a compelling narrative of sustainable design practices in India through innovative projects developed by NID students and alumni that demonstrate how design can be a catalyst for ecological balance and responsible consumption. By focusing on practical strategies and real-world applications, the initiative emphasizes the importance of integrating sustainability into design processes.



“This world of handicrafts is not new to me. In my earlier years, I grew as a designer, gaining deeper insights into what I could create. However, this is my first time participating as an NID faculty member. My work has consistently followed a sustainable process. India already has



Ms. Sweetie Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad (seen with Mr. Dilip Baid, Chairman, EPCH; and Mr. R K Verma, Executive Director, EPCH) at the IHGF Delhi Fair-Autumn 2024

many sustainability practices embedded in everyday life, which I admire. Indian buyers tend to seek products that reduce costs and last longer, which aligns with my values.

Often, we shift from one material to another, which can harm the environment. It's essential to look at the context carefully to ensure that sustainable design doesn't disrupt communities. Designers need to find ways to repurpose materials without causing harm. There is a mild

disruption in the current systems, and premium products should offer solutions for better living. We need systems that emphasize ethical sourcing and drive change at every level. Sustainability shouldn't just be a buzzword; it should focus on disruptive designs that bring meaningful, lasting change.

Prior to NID, I have worked with Dileep Industries, Jaipur headed by Mr. Dilip Baid, who at present is EPCH's Chairman. It was a fantastic experience. I got the opportunity to work on furniture, decor and accessories, which provided a great platform for learning. Seeing my sketches turn into objects has been incredibly fulfilling, helping me grow my skills. I'm appreciative to have had the space to explore my ideas and develop my abilities further.”

(In conversation with Team EPB at the IHGF Delhi Fair-Autumn 2024)

Showcasing - design can be a tool for economic empowerment. By leveraging traditional skills and sustainable materials, they provide livelihoods for artisans while ensuring cultural preservation and creation of sustainable products.

On display are culminative products from diverse projects across various mediums, including textiles, ceramics and woodwork, aligned with the United Nations Sustainable Development Goals (SDGs). With a sustainability adherence evaluation for each project featured, the processes undertaken and documented aims to foster a deeper understanding of sustainable design, inspiring stakeholders to embrace innovative solutions that benefit both communities and the environment. Some are:

Molela Crafts Furniture: Modernizes traditional Molela terracotta work by integrating it into furniture design.

Savari : The Rocker: bamboo-made rocking horse, crafted by local artisans using sustainable materials that minimize environmental impact while supporting traditional bamboo craftsmanship.

Tri-Chakra: The Bamboo Trike: Tricycle for children- eco-friendly alternative to plastic-based children's products.

Aikya Lounge Chair: Eco-friendly materials and a design that prioritizes both comfort and durability. Adaptability and timeless aesthetics.

Molela Crafts Furniture: Lean-On: An ergonomic chair in long-lasting design that ensures that it serves both health and sustainability goals.

Paperana Bags: Utilizes waste banana fiber to create durable bags - highlights circular design and reduces dependence on conventional materials like plastic.

Ceramic Recycling Project: Recycling broken ceramic pieces and transforming them into new, beautiful objects, such as tableware and tiles.

They are designed with a long lifespan in mind, utilizing modular or reconfigurable parts to ensure that they can adapt to various uses and environments, reducing material waste.



Centre of Excellence to be set up inWoodcraft Hub Saharanpur

EPCH signs MoU with Furniture and Fittings Skill Council (FFSC)

18th October 2024 : A Memorandum of Understanding (MoU) between the Export Promotion Council for Handicrafts (EPCH) and Furniture & Fittings Skill Council (FFSC) was signed on 18th October 2024 during the 58th IHGF Delhi Fair - Autumn



2024 at India Expo Centre & Mart, Greater Noida, in the august presence of Mr. Ravinder Miglani, President, Chamber of Industry & Services; Mohd. Ausaf, Secretary, Saharanpur Wood Carving Manufacturer Association; Mr. Parminder Singh, Vice President, Saharanpur Wood Carving Manufacturer Association; Mr. R. K Verma, Executive Director, EPCH; prominent member exporters from Saharanpur - Mr. Anwar Ahmad, Mr. M. S. Zama, Mr. Parveen Sadana; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH.

This collaboration aims to enhance skill development and training for artisans and workers in Saharanpur's renowned wooden handicrafts sector by establishing a Centre of Excellence there. The Centre will focus on upgrading woodworking techniques and offering certifications, particularly in carpentry, to ensure that workers meet industry standards. It will play a pivotal role in elevating the craftsmanship of local artisans and boosting the region's furniture and fittings industry.

Seminar: Implementing Sustainable Design Practices

19th October 2024: Ms. Sweety Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad, explored the integration of sustainable principles into various design processes. The session focused on practical approaches to incorporating eco-friendly materials, aiming to inspire attendees to adopt sustainable practices in their own work.



Left: Ms. Sweety Taur, Faculty - Furniture and Interior Design, National Institute of Design, Ahmedabad, being greeted by Mr. O P Prahladka, COA Member and Convenor, Eastern Region, EPCH; and Mr. Ravi K Passi, former Chairman and COA Member, EPCH. Right: The NID faculty making an insightful presentation on Sustainable Design Practices

commitment to sustainability and displayed at the NID booth at the fair: Paperana Bags: Made from banana fiber, offering a durable and eco-friendly alternative to traditional materials; Earth Tatva - Recycled Ceramics: Broken ceramics are upcycled into functional products, reducing waste; Algal Textiles: Using algae biofilm to develop biodegradable alternatives to plastics. These examples showcase the potential of the circular economy, where waste is minimized and materials are continually repurposed.

Historical Context and Future Directions The faculty also traced the roots of sustainable practices in India's export industry back to the 19th century. She emphasized the importance of aligning modern design with the post-2015 UN SDGs, especially in a rapidly changing policy environment concerning taxation, material sourcing, and labour rights.

Thereafter in the session, challenges such as certification limitations were also addressed, with Ms. Sweety Taur advocating for new manufacturing models to meet the evolving consumer demands for sustainability in exports. Attendees left with valuable insights into how they could integrate sustainability into their practices, embracing new materials, and focusing on the longevity of products to make a lasting environmental impact.

The Importance of Sustainability She highlighted the essential need for sustainability in today's world and noted that conscious consumption is on the rise, with consumers increasingly demanding eco-friendly and ethical products. This shift presents a competitive advantage for businesses that align their practices with sustainability. Furthermore, aligning with the United Nations' Sustainable Development Goals (SDGs) has become crucial for companies looking to make a positive impact.

Why Longevity Matters One key point discussed was the importance of product longevity. Creating durable, high-quality products not only reduces replacement costs for consumers but also fosters customer loyalty. More importantly, it helps minimize environmental impacts by reducing waste and material consumption.

Material Innovation & Circular Economy The faculty introduced several innovative materials that reflect her team's



Exhibitors Enthuse Buyers with Innovative Product Offerings

Excerpts from Team EPB's conversations with exhibitors at IHGF Delhi Fair-Autumn 2024

Karan Sachdev, Advance Cork International, New Delhi



Our products are made entirely from cork, making them eco-friendly and sustainable. We source our raw materials from Europe, ensuring high durability and quality. Cork's natural properties prevent it from dissolving in

water or deforming. Committed to environmental conservation, we harvest only the top layer of the cork tree without causing harm. Even if a product breaks, it can be remade, as all our products are 100% recyclable and reusable. We offer customizations to meet customer demands and primarily export to Europe, Australia, and the US. We've been associated with EPCH for five years, and the fair has been going well for us.

Vedang Jhalani, Shree Ganpati Arts, Jaipur

With 30 years of craftsmanship in producing doorknobs, we take pride in our team of 100 skilled artisans, where every product is handmade with care. In response to current market trends, we are transitioning towards eco-friendly practices, incorporating natural paints in our production. Limestone serves as the primary raw material for most of our products. This year marks our 40th participation with EPCH, and we primarily export to the US, Europe, and Japan. Our bestsellers include ceramic products and mini drawers, which are highly appreciated by our customers worldwide.



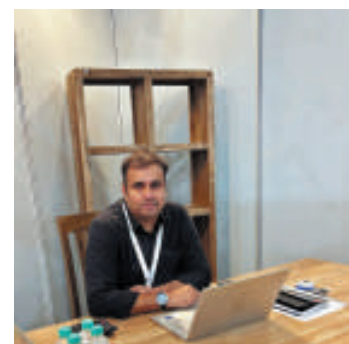
Jitendra Singh, Garima Carpet, Panipat



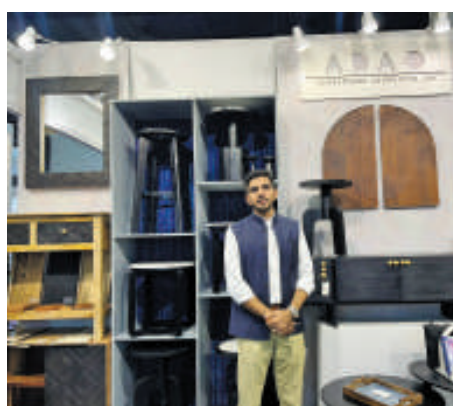
Our family has been in this business for a long time, and I started the company in 1991. Our major exports are to the USA, and buyers keep coming back because of our strict quality control, adherence to the latest seasonal designer trends, and offering buyer theme customization. We source raw materials locally from Panipat, including cotton, polyester fabric, latex and jute. This is my seventh time at the fair, and it's been great reconnecting with old customers. Looking ahead, we plan to focus more on buyer associations to drive growth, as well as invest in machinery, automation, and optimization to ensure consistent quality.

Kishan Saini, Meblexi Art & Craft, Jaipur

We've been associated with EPCH for 26 years, specializing in crafting solid wood furniture from sheesham and mango wood. While we take pride in our unique designs, we also offer customization to meet the specific needs of our clients. Our primary export markets are Germany, France and Holland, with the wooden sideboard being our bestseller. The fair has been successful, and we're excited about the opportunities coming our way.



Alok Meharshi, Alokprabhu Associates LLP, Jaipur



This is our third time at the fair. We introduce ourselves as designers since we initially designed for others before deciding to launch our own startup. Most companies don't design their own products, which I believe is our unique selling point. We specialize in furniture and enjoy mixing and matching elements. While we have our own palette of designs, we also offer customizations.

Debraj Das, Spherical Design, Noida

We focus on creating truly unique products by blending materials and patterns, with sustainability at the core of our operations. Based in Noida and Moradabad, our specialty lies in using cork, papier-mache and metal. We primarily export to Europe and the USA, and this marks our 15th participation with EPCH. Our bestsellers are lamps and mirrors, while our smaller items continue to perform consistently well. The fair has been rewarding, and we look forward to further success.



SH Shah, Banaras Beads Limited, Banaras

Our basic raw material is glass. Glass is coloured and moulded to form glass beads. This is done both by hand and machine. Our forte is in Glass Beads, Fashion Jewellery & Accessories. We also deal in Beads made from Clay, Brass, Aluminium, Copper, Resin, Ceramics, Horn, Bone, Semiprecious stones, Agate, Lac, Hand Painted Beads, Spray Painted Beads etc. We also Trade in Leather Cords, Cotton Wax cords & Misc. Handicraft Products out of India. The focus for the



future is on growing exports in the US market (which already covers about 70-80 percent of our export sales). Our USP is that we are the only ones in India producing glass beads completely in-house from moulding to colouring to shaping to finishing. We first sold loose beads but strings of beads have become more popular among buyers.

Gaurav Jain, Royal Arts, Jodhpur



We specialize in designing metal furniture, and our approach to design focuses on creating unique, non-mainstream pieces rather than following popular trends. With many years of experience, we primarily export to the US, Canada, and Gulf countries. Our artisans and production are based entirely in Jodhpur, ensuring both authenticity and craftsmanship in every piece we produce.

Ankit Mittal, Pramaan Exports, Firozabad

We make various products like vases, candle holders, glassware, bangles, and more. We have also done a fusion of marble with metal. Our metal-based products are manufactured in-house. The way we



fuse metals with glass, melt pure silver, and paint them is truly unique. We offer both our original designs and customisation. We export primarily to Germany and the USA. Having been in this business for 40 years, this is our third time at the fair. The fair not only provides us with a platform but also opens up opportunities for future generations.

Pawan Dhingra, Dhingra Exports, Panipat



I have been in this business for many years now. We offer a variety of home decor products, with cushions and rugs being our bestsellers. Our raw materials are sourced locally, mainly from Panipat. We have a dedicated group of artisans based in Haryana. Providing top-notch service to our customers is a priority for us, and we always strive to maintain the highest standards.

Prakul Agarwal & Manik Agarwal, R.M. Handicrafts, Moradabad



Our home decor products are biodegradable, 100% natural, and fully handcrafted. We use a variety of natural materials, such as jute, paper, and tissues. Our raw materials are sourced from regions like Manipur and Bengal. This business has also helped empower our female artisans in Moradabad. We offer both original designs and customisation options. This is our fourth time at the fair, and we're excited for new opportunities.

Thematic Participation

Exclusive Showcase

Distinctive Craftforms

Straw Picture | Paper Mache | Artistic Textiles

Villanur Terracotta | Leather Jutti | Paintings

Cane & Bamboo | Kathputli | Kundan Meenakari

Silver Filigree | Aipan – Folk Painting

Leather Toys | Applique Work

Leather Work | Grass, Leaf and Reed

From Across India

Trivandrum | Srinagar | Gauripur | Puducherry | Jodhpur

Udaipur | Agartala | Delhi | Jaipur | Warangal | Almora

Indore | Agra | Bhuj | Puri

Visit

Activity Area

Near Hall 9

58th Edition

DELHI FAIR

Autumn

16-20 OCTOBER 2024

India Expo Centre & Mart

Greater Noida Expressway, Delhi-NCR

Organised by:

EPCH

Export Promotion Council for Handicrafts

Supported by:

Development Commissioner (Handicrafts)

(Ministry of Textiles, Govt. of India)

The Power of Women in the IHGF Bandwagon

Excerpts from Team EPB's conversations with some leading ladies at IHGF Delhi Fair-Autumn 2024

Aditi Shrivastava, Svelte Collective, Chandigarh



We are a young, vibrant design house from India, dedicated to the philosophy of slow design and craftsmanship. We focus on delivering luxury that celebrates the skill and artistry of our talented community of artisans. Each piece we make is carefully designed, from its unique shape to the

smallest details, combining classic elegance with modern style. We create a variety of products using stone crafting with the help of natural stones like alabaster, onyx, and newly introduced marble. Our designs follow a minimalist approach, allowing the beauty of the stone to stand out from our competitors. We focus on delivering luxury that celebrates the skill of our artisans. We export extensively to the Middle East and have received numerous inquiries for our mushroom lamp and armchair. This is our third time at the fair, and I absolutely love being a part of it.

Kamakshi Vij, Basant Lighting, Noida

As the designer for Basant Lighting, I aim to create a breezy, welcoming, and warm vibe in our lighting collection. This year, we're focusing on simple, elegant designs with natural materials like paper, marble, and textiles, contributing to our sustainability goals. One standout collection is the Terra range, which uses earth-derived materials like paper mache and borosilicate glass, molded in-house. We source wood and marble from Moradabad and Jodhpur, respectively, and our lighting uses fabric-braided cords for durability. In the future, we're planning to expand our touch lamp collection, featuring wireless capabilities and colour-changing options. We primarily export to the U.S. and U.K. and will soon focus on battery-operated products.



Anjali Dhall, Wazir Chand Impex India, Moradabad



At Wazir Chand Impex, we specialize in handmade home decor, with a focus on intricate glass-on-glass mosaic designs crafted by our skilled karigars in Moradabad. I take inspiration from Pantone's colours of

the year to guide our artisans in creating trendy, in-demand products. We've proudly been associated with EPCH since 1994, primarily exporting to Europe and the U.S. The fair has been promising, and we anticipate even more customers soon as we look forward to continued growth.

Ashmita Kar, Crescent Expo Syndicate Pvt Ltd., Kolkata



Since 1992, Crescent Expo Syndicate has specialized in premium leather products and bags. Sourcing leather from Chennai, Kanpur, China, and Kolkata, we design, cut, and stitch everything in-house. With export customers across Europe, the U.S., and Australia, we release two seasonal collections annually. We primarily focus on contract manufacturing, catering to our long-term customers. Looking ahead, we aim to expand further into the U.S. and enter the Japanese market. Producing 35,000 bags and 200,000 small leather goods per month, our

goal is not just to meet but to exceed global quality standards and set new industry benchmarks.

Sanjana & Sneha Dhawan, ABC Home Concepts, Moradabad

Our product line includes kitchenware, home decor, and hand-embroidered items, with our bestsellers being hand-embroidered cushions. Many of our pieces are also hand-painted, blending Indian cultural motifs with modern aesthetics to create vibrant, unique designs. With major markets in the U.S., Canada, Germany, and beyond, exports are our primary focus. Having been associated with EPCH for 25 years, we source raw materials from Delhi, Moradabad, and Mumbai, with production based in Moradabad. The fair has been great for us so far.



Ashu Sarna, Gian International, New Delhi



We specialize in a wide range of products, including fashion bags, accessories, Christmas décor items, and more. As a family-run business, we primarily work with cotton to create designer handbags, featuring embellishments, stripes, prints, and patterns. This fair has been exceptionally positive for us, with great responses from buyers. Our

main export markets are the USA and in Europe, we focus on Spain, Italy and France. The current trend in this segment emphasizes embellishments and handcrafted designs, which we are actively incorporating into our collection. Additionally, we produce smaller decorative items such as baubles, hanging ornaments, ribbons, key chains, etc.

Best Stand Design and Display Awards

The Council gives away the Ajai Shankar Memorial and P N Suri Memorial Awards for Best Stand Design & Display. The winning stands pictures appear here. Awards will be given away at the Valedictory Function to be held today.

AJAI SHANKAR MEMORIAL AWARD

BAGS, SCARVES, TIE & ACCESSORIES



SUPERSONIC MARKETING PVT. LTD.,
GAUTAM BUDH NAGAR E-03/07, Hall 1

CANDLES, INCENSE , POTPOURRI, ETC.



SARATHI INTERNATIONAL INC., BANGALORE
F-16/15, Hall 8



GIR INDUSTRIES, JODHPUR E-08/06, Hall 3



SHUBHAM TREXIM PVT. LTD., KOLKATA
G-03/10, Hall 9

BATHROOM ACCESSORIES



DESIGN INDIA, MORADABAD E-09/12, Hall 5



SANDESH AGARBATHI CO., BANGALORE
F-16/09A, Hall 8



S.S. INC., MORADABAD E-10/03, Hall 5

CHRISTMAS AND FESTIVE DECORATIONS



PRATYAKSHA OVERSEAS, FIROZABAD F-15/01, Hall 8



SILVER

MENTOR INC., SRINAGAR E-07/25, Hall 3

DECORATIVES GIFTS INCL. CORP. GIFTS

FASHION JEWELLERY, CANVAS/ COTTON/ JUTE BAGS, LEATHER BAGS, SCARVES, TIE & ACCESSORIES, HANDCRAFTED GARMENTS INCLUDING CHIKANKARI & ZARDOZI



GOLD

SEHAJ IMPEX, NOIDA E-02/06, Hall 1



GOLD

MALHOTRA HANDICRAFTS, MORADABAD E-10/08, Hall 5



SILVER

SHAJUKY EXPORTS, GAUTAM BUDH NAGAR E-05/09, Hall 3



SILVER

ARCTAL INDIA INTERNATIONAL, NOIDA G-13/27, Hall 12

HANDMADE PAPER, GIFT WRAPS & RIBBONS INCLUDING SOFT TOYS



GOLD

SEET KAMAL PRIVATE LIMITED, JAIPUR E-04/01A, FOYER



BRONZE

AMITA INTERNATIONAL, FIROZABAD G-10/15, Hall 11



SILVER

GOYAL CRAFTS, JAIPUR F-16/01, Hall 8



BRONZE

MARUDHARA HANDMADE PAPERS AND HANDICRAFTS, JAIPUR F-16/19, Hall 8

HOME TEXTILES, FURNISHINGS, ETC.



GOLD

JAIPUR RUGS CO. PVT. LTD., JAIPUR F-01/08, Hall 2



SILVER

HOUSE WARMING PRIVATE LIMITED, GURGAON F-02/15, Hall 2



BRONZE

PNG FURNISHINGS PVT. LTD., NEW DELHI F-02/08, Hall 2

LAMP, LIGHTING AND ACCESSORIES



GOLD

INMARK EXPORTS PVT. LTD., GR. NOIDA E-12/01, Hall 5



SILVER

INDIA INTL. LEGACY, MORADABAD E-13/13, Hall 7



BRONZE

GALAXY CREATIONS, FIROZABAD E-16/03, Hall 7

SUSTAINABLE PRODUCTS



GOLD

RADHIKA INTL., MORADABAD H-03/01, Hall 14



SILVER

BONAFIDE EXPORTS, JODHPUR H-02/02, Hall 14



BRONZE

ADVANCE CORK INTL., DELHI J-04/16, Hall 16

SPECIAL COMMENDATION AS A GOVT. ORGANISATION



GOLD

TRIBAL COOPERATIVE MARKETING DEV. FED. OF INDIA LTD., NEW DELHI J-01/04, Hall 16

P. N. SURI MEMORIAL AWARD

FURNITURE, FURNITURE HARDWARE AND ACCESSORIES INCLUDING NATURAL FIBER & ECO-FRIENDLY PRODUCTS



GOLD

LATYAL HANDICRAFTS PVT. LTD., JODHPUR H-04/08, Hall 15



GOLD

UDAY DESIGN, NEW DELHI G1-09/19, HALL 11



SILVER

THAR ART EXPORTS, JODHPUR H-05/01, Hall 15



SILVER

TEAM WORK ASSOCIATE, JAIPUR G-03/13, Hall 9



BRONZE

MANI ART, JODHPUR H-01/16, Hall 14



BRONZE

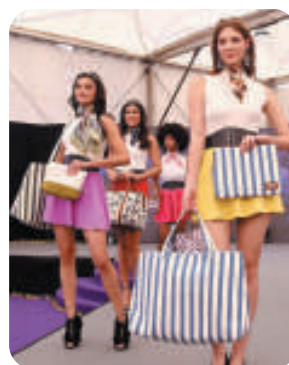
GLIMPSES LIFESTYLES, MORADABAD G-05/21, Hall 10

Runway Highlights



The ramp shows on days 3 and 4 of the fair, offered a display of exquisite fashion, featuring jewellery, bags and stoles. Aarya Fashions, Gautam Budh Nagar, made a bold impact with sleek, chic statement pieces, that radiated sophistication. Their jewellery and bags, adorned with elegant colour palettes, were both refined and statement makers. Old Village Overseas, Noida, showcased stunning stoles, blending traditional Indian designs with fine details, while Anil Industries, New Delhi, presented clean-cut pastel bags, known for their premium craftsmanship, balancing simplicity and elegance. Kenway Sartaj Worldwide, Moradabad, drew attention with their colour-on-metal jewellery collection, featuring metal pieces adorned with small bones and horns. These chic designs, often sported by celebrities, were perfect for those seeking standout fashion pieces. Next was a Cluster Theme presentation with a blend of stoles and jewellery, offering a mix of elegance and contemporary fashion. India Glazes, Kolkata, showcased eco-friendly, licensed jute and cotton bags, known for their exceptional craftsmanship and global appeal. Their bags were complemented by printed stoles, Muchalla NV, Mumbai, featuring versatile Indian patterns, that reflected their creative ingenuity. Kohli Export House, New Delhi, unveiled their fusion collection of jewellery and clutches. Their metal jewellery and stunning metal bags, provided a striking, fresh statement, reinforcing the brand's dedication to innovative seasonal designs. Each piece offered a modern, fashionable twist, leaving a lasting impression on the audience.

From Hari Om Exim, Jaipur, there was a vibrant collection of summer dresses, stoles and bags. Known for bold statement pieces and playful accessories, their designs combine comfort and flair, creating an ideal look for the summer season. Vinayak Exports, Jodhpur, presented extraordinary prints in a variety of fabrics, including cotton, silk and blends. Their collection featured bright, colourful floral designs perfect for a laid-back, luxurious summer vibe. This summery beach collection



was complemented by sea-inspired bags and jewellery, blending functionality with fashion, making them ideal for coastal getaways. Closing the show, Anil Industries, New Delhi, showcased their sustainable line of handbags made from leather and canvas. Known for their premium designs, these bags offer a perfect combination of fashion and functionality, catering to those who seek both style and practicality in their accessories.

Next was Skin N Stitch Pvt. Ltd., Kolkata presenting a collection of leather bags, file

folders and purses in premium designs. M.B. Exports, Jaipur, showcased unique handcrafted leather bags featuring intricate Indian designs - handmade, hand-stitched and hand-printed. Accompanying them were leather jackets by MIG International, Noida, with jackets in chic, glamorous designs. Closing the show was Dugrstyle Statement (OPC) Pvt. Ltd., Faridabad, with their captivating kundan jewellery. Known for stunning, statement-making pieces, their jewellery goes beyond accessories, adding a timeless, regal touch to any outfit.

IDEAS & INSIGHTS FROM THE KNOWLEDGE ROOM

Mastering EDPMS and the Latest e-BRC System for Export Excellence and Sensitization on other DGFT Facilitation Initiatives

18th October 2024: This seminar was led by speakers, Md. Moin Afaque, Joint Director General of Foreign Trade; and Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank. Md. Moin Afaque presented insights on the newly launched Trade Connections Platform, which aims to streamline compliance documentation and enhance marketing for exporters. This platform was inaugurated by Shri Piyush Goyal, Union Minister of Commerce & Industry and went live last month at trade.gov.in. The platform addresses challenges in sourcing goods from India by connecting exporters with foreign buyers and key entities like EPCH and the Department of Commerce. Additionally, the revamped e-BRC process was highlighted, which facilitates export incentives under the Foreign Trade Policy and assists with GST refunds on unutilized input tax credits related to exports.

Highlights of trade platform and eBRC:

Specific services available on the Trade Connect platform were elaborated : Trade Agreements and Tariff Explorer; Global eCommerce Guide; Exim Paathshaala; Trade Events Worldwide; Product Guide; Country Guide; and Source from India. Mr. Afaque also outlined several key areas for development on the platform like Trade Finance and Insurance related to international trade finance and insurance; Government Procurement Information with guidance on accessing the mentioned opportunities; Shipping and Other Logistic Services that will allow exporters to access various shipping and logistics services; Support Offered by Various Government Bodies will be included; and Investment Opportunities in India and abroad across various sectors and states.

Md. Moin Afaque thereafter elaborated on the eBRC process, stating that the revamped system now operates on the basis of trust in Indian exporters. The new eBRC will be generated through self-certification by exporters, eliminating the need for previous application processes with banks. This change promotes a cost-free and paperless experience on the DGFT portal, allowing exporters to generate eBRCs without submitting physical documents. A risk management-based post-audit mechanism will be employed by banks to verify the authenticity of the certificates. He addressed issues related to the eBRC process flow, noting that the current system is underutilized for generating granular data on service exports.

Although the eBRC is frequently used for GST refunds, there is a lack of captured service classification data, which complicates standardization and analysis across different agencies. Various classifications are currently in use, which hinders effective data management. Major changes in the revamped eBRC system include a transition to self-certified eBRC generation, where exporters will log into the DGFT portal, adhere to system-based checks, and generate eBRCs that will then flow to banks for risk management assessments. The bulk eBRC generation process allows exporters to upload Excel sheets containing shipping bill and invoice details, enabling them to automatically generate multiple eBRCs simultaneously. He concluded the seminar by emphasizing the importance



Seen on the dias LtoR: Mr. Rajesh Rawat, Addl. Executive Director, EPCH; Md. Moin Afaque, Joint Director General of Foreign Trade; and Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank



of these developments in facilitating smoother trade processes and better information access for Indian exporters, ultimately enhancing their competitiveness in the global market.

Key points discussed by Mr. Harjeet Singh include:

In the seminar's second segment, Mr. Harjeet Singh, AGM and Lead Subject Matter Expert-Trade Finance at ICICI Bank outlined the regulatory landscape for export-import businesses in India. Key points included the roles of bodies like the Directorate General of Foreign Trade (DGFT), which classifies goods and issues the Importer Exporter Code (IEC), and the Reserve Bank of India (RBI), which oversees foreign exchange under FEMA 1999.

Mr. Singh discussed customs regulations, the importance of the Harmonized System (HS) code, and critical trade documents like Letters of Credit (LCs) governed by the International Chamber of Commerce (ICC). He emphasized the need for due diligence when dealing with countries listed by the Financial Action Task Force (FATF) and prohibited transactions with OFAC-listed countries such as Iran and Cuba. Additionally, he covered the Exports Data Processing and Monitoring System (EDPMS) for tracking export transactions and explained the process for generating e-BRCs. Key guidelines on export bills, extensions, and invoice reductions were also highlighted, along with compliance with KYC and AML regulations, underscoring the importance of adhering to regulatory norms in international trade.

Vision FW 25/26: Strategic Home Decor, Textile & Furniture Trends

19th October 2024: **Ms. Sristi Srivastava, Business Development Associate, Fashion Snoops**, made an engaging and informative presentation on the upcoming fall-winter season's design trends in the textile and furniture home décor industry. Her organisation, Fashion Snoops, with a strong global presence and over 23 years of forecasting expertise, supports its trend predictions through the knowledge of 100+ in-house global experts. The company operates in 50 countries, with offices in New York City, London, and satellite locations in Paris, Thailand, and India, along with sales representatives in 15 other nations. Ms. Srivastava's presentation highlighted two major themes: Delight and Liminal, emphasizing their influence on home décor and furniture design.

Theme 1: Delight The Delight theme focuses on vibrant, playful, and youthful aesthetics, encompassing the following key elements:

Inflated Forms: Balloon-like shapes that add a soft, puffy appearance, with materials like brass, marble, and metal, often used for crafting lamps and furniture; **Joyful Expression:** Inspired by the 1960s, this element showcases curves, movement, and a cheerful palette of pastels and happy colors such as red, orange, and yellow. Teak wood and powder-coated metals are the primary materials used in these designs; **Geometric Perspectives:** This element integrates geometric shapes and ombre colour effects with materials like marble and brass, creating striking designs with structured aesthetics.

In **furniture design**, the speaker introduced concepts like shape play using 3D shapes and sustainable materials, while playdult forms keep colors light and edges neat, and whimsical details mix vintage with contemporary for bold statements. In textiles, playful quilting, charged chroma palettes, and fringe accents bring a dreamlike vibrancy to home décor products like quilts, rugs, and table runners.

Theme 2: Liminal showcased more subdued, pastel, and chrome tones with unconventional shapes. Key design updates included:

Soft Brutalist Constructs: Rounded shapes with delicate finishes, giving a heavy yet cozy feel, often incorporating resin elements.

Liquified Textures: Materials like textured glass, aluminum, and stainless steel used to create movement and fluidity in design.

Dichotomy: A striking contrast between soft upholstery and hard

metals, especially in kitchen design, where stainless steel utensils feature food-grade glazes for a polished finish.

Furniture under the Liminal theme explored futuristic combinations of concrete and resin, softer industrial designs with light finishes, and **mouldable assembly** using sharp edges and heat-shrinking techniques. **Home textiles** featured metallic threads for an ethereal look, digitally inspired prints with cool, subtle tones, and superimposed pastels to create depth and brightness.

A live demo of the Fashion Snoops website was also provided.



Intellectual Property Rights, Trademark Protection and Brand Identity



19th October 2024: **Mr. Ankit Sahni, Principal, Ajay Sahni & Associates, Ankit Sahni, from Ajay Sahni Associates LLP**, elaborated on Intellectual Property Rights (IPR), focusing on the broad categories of intellectual property and providing specific insights into trademarks, copyright, industrial designs, and geographical indications. He began by introducing IPR as a form of industrial property that includes key protections like: Trademarks, Patents, Copyrights, Industrial designs, confidential information or trade secrets and Geographical Indications.

He provided an insightful exploration into the significance of trademarks as a form of intellectual property (IP). Trademarks serve to identify and distinguish the goods or services of one company from another, playing a crucial role in branding and business identity. These can include words, symbols, slogans, product shapes, and even distinctive guises such as sounds, colours, or the design of a business establishment, like the lighting pattern of Amazon Alexa. Thereafter, Mr. Sahni highlighted key Indian statutes governing IP rights, including: Trade Marks Act, 1999; Patents Act, 197; Designs Act, 200; and Copyright Act, 195. He also noted the significance of international treaties such as the Berne Convention for copyright, the Paris Convention for patents, and the Madrid System for international trademark registration. Common law, case law, and public policy also influence intellectual property rights. Excerpts from his session:

What Can Be Protected Under Trademarks?

Trademarks are not limited to traditional logos and names. Non-traditional elements like sounds (e.g., Intel's jingle), colours (Tiffany & Co.'s iconic blue), fragrances, and architectural designs can also be protected.

Trademarks vs. Trade Names

A trade name refers to the business itself (e.g., The Coca-Cola Company), while a trademark distinguishes the products or services offered (e.g., Coca-Cola for the beverage). He also discussed collective marks used by groups and certification marks applied to goods meeting specific standards (e.g., the "Woolmark" label).

Obtaining Trademark Rights:

Trademark rights are territorial, requiring registration in each country where protection is sought. Two main ways to obtain these rights: By registration – via national, regional, or international systems. By use – under common law rights, enforceable through the tort of passing off. The Madrid System allows for international registration through a single application, simplifying the process across multiple countries. Mr. Sahni

highlighted the importance of distinctiveness in trademark selection. Generic marks, like "apple" for apples, cannot be protected, while descriptive marks may gain protection if they acquire a secondary meaning. Arbitrary or fanciful marks, such as "Google" or "Apple" for computers, receive the highest level of protection. In India, the registration process under the Trade Marks Act, 1999, follows these steps: Application; Examination; Response to the Examination Report (ER); Hearing (if necessary); Publication for opposition; and finally Registration. Trademarks must meet legal requirements, including distinctiveness and lack of confusion with existing marks, as outlined in Sections 9 and 11 of the Act. Mr. Sahni warned that trademark rights can be lost due to improper use, failure to enforce, genericide, non-renewal, or improper assignment.

Copyright & GI

It protects original works like literature, music, and films. Unlike trademarks, copyright arises automatically upon creation and does not require registration. Under the Berne Convention, India's membership ensures automatic protection in all member countries. Copyright lasts for the lifetime of the author plus 60 years. Industrial designs protect the aesthetic features of an article. However, they cover only the visual aspects, not the functionality, distinguishing them from patents. Geographical Indications (GIs) protect products tied to a specific region, such as Kanchipuram Silk and Ratlam Sev. GIs help promote economic prosperity by boosting exports and last for 10 years, with the option of renewal.

Infringement and Remedies & IP Protection

Infringement occurs when a third party violates the rights of the IP holder. Remedies include civil actions (e.g., injunctions and damages) and criminal actions, which may involve imprisonment or fines for willful infringement.

Mr. Sahni recommended a holistic approach to IP protection through the SAPED strategy:

Search: Conduct thorough searches before launching a product.

Apply: File for registration promptly.

Protect: Register all key product designs and variations. Enforce: Actively pursue infringements.

Defend: Be prepared to counter third-party claims.

In conclusion, The speaker emphasized the importance of diligent registration, enforcement, and defense of IP assets to maintain a competitive edge in the global marketplace.

Buyers at IHGF Delhi Fair-Autumn 2024 ready to sign off, look forward to the Spring show...



Martin Tennant, UK

I am on the lookout for home decoration products for my company. This is a family business started by my uncle John, whose passion for design has been central to our company-Stone the Crows, and unique products exclusive to the company. I joined in 2020 and this is my second time here. So far, so good—I've already come across a few impressive pieces. I source products globally, but

Indian products stand out for their uniqueness and are hard to find elsewhere. The people in the UK have a great appreciation for Indian handicrafts, and their charm never fails to attract attention.



Gary Helman, USA

My company is Empire Art Direct LLC . As a wholesale company, we constantly travel the world to expand our offerings for exclusive distribution all over North America. While I'm still getting used to everything here, absorbing the fair's many layers, I'm intrigued by the

variety of product categories, especially the statement handicrafts and home decor items. I'm excited about the potential to sell these products on a large scale



Becki, Australia

I frequently travel to India and have visited 20 times now. My company, Robert Mark Ltd., is a leading wholesaler of giftware and homewares in Australia and New Zealand. With over 55 years of experience, our dedicated team excels at sourcing and delivering top-quality product solutions for our customers. I come here primarily for furniture and lighting products. What keeps bringing me

back is not only the exceptional craftsmanship and quality of Indian products but also their uniqueness, which sets them apart from offerings in other countries.



Ute Dchutz, Hamburg

I am regular visitor at the fair and this is my 4th time sourcing from IHGF. My store is called Samurai Home and I deal in all types of furniture and home decor items like showpieces, chairs, throws, curtains, planters ,dining tables, candlesticks, trays and coasters,

rugs, wall art, lamps and ceiling lights, etc. I have been sourcing from India for almost 20 years now. I am of course reconnecting with my existing suppliers and also looking for new opportunities.



Fernando & Hernan, Argentina

This is our first time attending the fair and sourcing Indian products. The fair seems promising. I am looking for home furnishing products like rugs, carpets, cushions and other decorative items. I took help of the shuttle service and the list of hotels provided by IHGF to explore the fair. The variety of products on display is amazing. It is a one-stop destination for all sourcing needs. I run a home

furnishing store in Argentina and mostly sell via website/e-commerce.



Renee Horgan & Sophie Newton, Australia

We are from Horgans Import/Export Pty Ltd.- Australia's leading supplier of unique furniture & homewares, inspired by European form and the Australian lifestyle. We are actively searching for furniture but also exploring home decor options like

lighting decor and rugs. We source products from India and supply them to interior designers. Indian products stand out with their uniqueness and always manage to capture our attention.



Cecil Cameron, South Africa

This is my first visit to the IHGF Fair and so far the experience has been great. I work as an interior designer and my search for new ideas and inspirations has led me to India. I am focused on home decor and lighting products mainly. There are plenty of things that have caught my eye at the fair. The vast variety of products are definitely a plus point for the exhibition. My main goal is to

discover unique products which would be distinguished from other products in the market.



Shene Kamil, Iraq

It feels good to be a part of the exhibition. My sourcing needs are primarily focused on metal works and handicrafts. However, upon taking a look around I can see myself being attracted to the beautiful wooden works and small furniture as well. Plus I also would

like to explore women's clothing at the fair. I conducted thorough research in terms of trends and novel designs, which encouraged me to source from India. I have a physical store as well as online presence selling furniture, among other items in Iraq.



Sirisha Chematuri, Hyderabad

My company is Home Rhythm. Ours is a relatively new startup company which was started this year. I work as a product strategist with the company. This is my first time at IHGF so I am here to get an idea of the fair and to get a sense of the variety available at the exhibition. We are looking for premium and superior home decor items which are highly distinctive. Currently we are an online

store and also exploring to employ an FBA strategy.

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Martina Mensing, Germany

I have been visiting the fair for over 10 years, so I am quite familiar with the layout and offerings. My focus is on decorative garden products. People in Germany truly appreciate Indian craftsmanship, which is why I specifically chose to source items here; they are handmade, unique, and

beautifully crafted. While the current economic situation may be a bit uncertain, I remain optimistic that everything will turn out well.



Ian Snow, UK

Ian Snow, my company's name too, is a labour of love - an exciting concoction of colour, stories and characters. I am a frequent visitor at the fair, always on the lookout for unique items like furniture and sustainable products. What draws me are the products that showcase creativity and originality, something no

one else is doing. I have a long history with India and have witnessed how its handicrafts have evolved over the years. It's important to me that people are treated well throughout the production process, and I appreciate that the entire ecosystem here functions smoothly.



Abai Zhumaghulov, Moscow

I have been working with my company for about 3.5 yrs now – Fine Design group that is a supplier and exclusive distributor of a wide range of European interior design, cooking, lifestyle and gift brands in higher mid-range to premium segment. We offer products for any space

in your home: hall, bathroom, kitchen, bedroom and sitting (or drawing) room. You also can find gadgets, lifestyle accessories, bags and home textiles among our offer. Our main focus here is home decor, lighting and furniture products. The fair is exciting and there is lots to see. It is my first time at IHGF however my company has been sourcing from here for quite some time now.




Ingo Winterhoff, Germany

My company, Massivmoebel, has attended this expo five times now, always in search of furniture and inspiration. The Indian furniture products crafted from beautiful wood are highly appreciated in my country. I particularly admire the use of raw materials, especially the impressive

pieces made from sheesham and mango wood. I'm excited about the possibility of making some great deals this time around!

EPCH World at the fair offers a tour across its initiatives and multi-faceted activities in service of exporters in India and buyers worldwide. About a dozen of its several services are highlighted.


Activity Area
(front of Hall 9)



Our buyers - at work



A 15 member German delegation at IHGF Delhi Fair - Autumn 2024







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